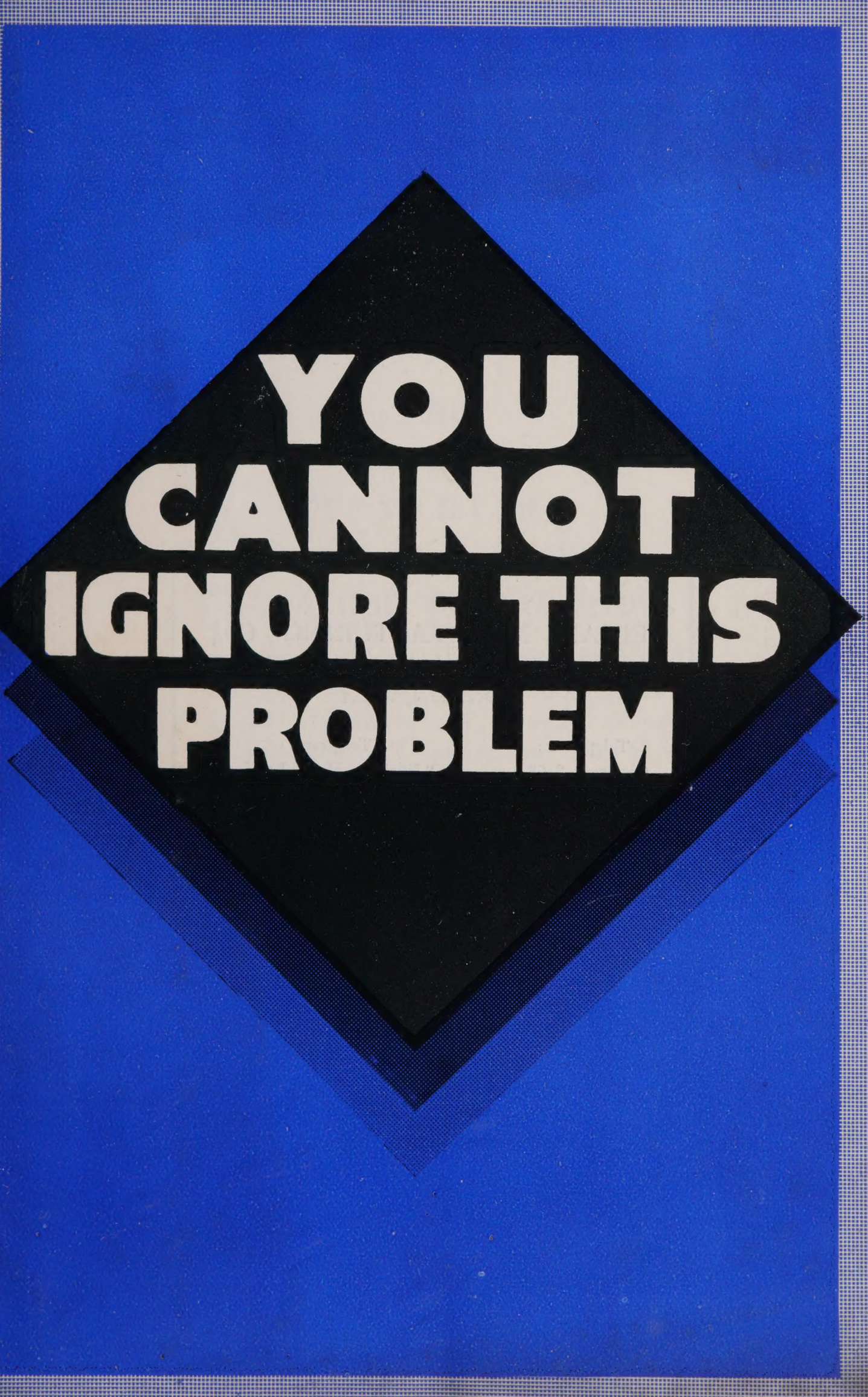




**YOU
CANNOT
IGNORE THIS
PROBLEM**

ELSAN MANUFACTURING Co.,
34-35 HIGH HOLBORN,
LONDON, W.C.1

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Chancery 8468-9

Telegrams :
"Eljaksiv, Holb. London."

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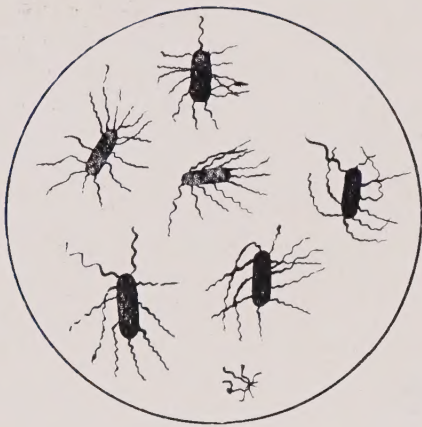


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The Cost of Preventing Disease is Less than The Cost of Sickness

yet, simple as are the observances and principles of sanitation and hygiene, great numbers of people seem incapable of grasping them.

Theoretically there is no reason why infectious diseases of all kinds should not be entirely abolished, but this can be done only when the community in general is supplied with knowledge, so that it may realise its responsibilities.



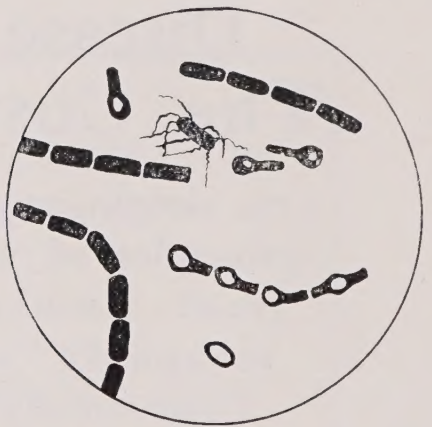
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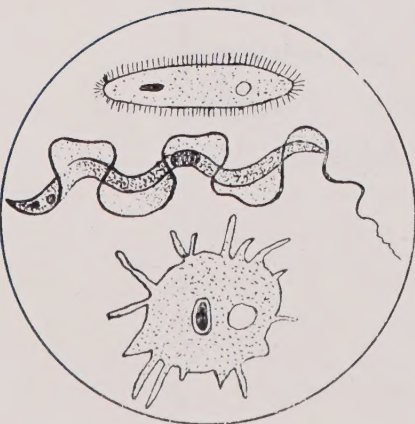
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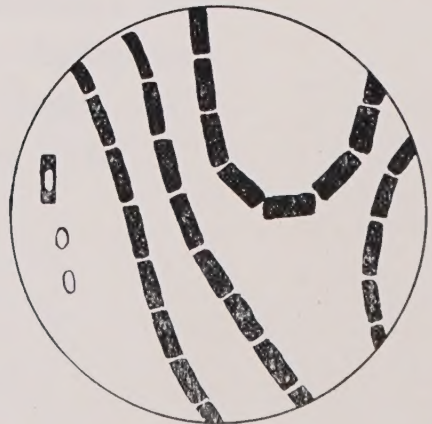
C



D



E



F

INFECTIOUS DISEASES

The illustrations on the opposite page show various kinds of harmful micro-organisms which are commonly found in sewage.

A Bacillus Typhosus, the organism of typhoid fever. In this country cases of typhoid fever are almost invariably caused by sewage-infected water or food, and the germs may be carried by flies.

B Streptococcus pyogenes, present in sewage to the extent of 10 to 20 millions per cubic inch. is the cause of boils, pimples and abscesses.

C Types of spiral-shaped bacteria, known as spirilla or sperochaetoe. Many terrible diseases are caused by germs of this genus, e.g., cholera, which is spread by sewage and fly-infected food.

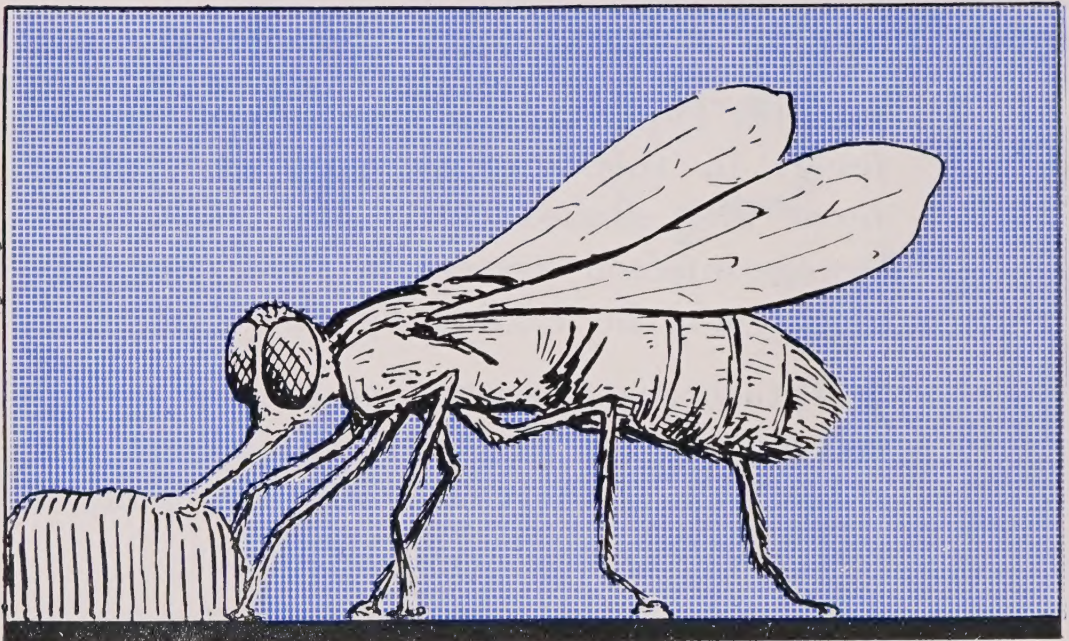
D & F The organisms which cause respectively tetanus and anthrax and are found in sewage.

E Three kinds of protozoon which inhabit the intestinal tract of the human body and hence are found in sewage. Malaria is caused by a protozoon included in this type.

The dangers resulting from lack of proper sewage disposal in rural and unsewered areas should be fully realised. Diseases such as dysentery, cholera, typhoid and tuberculosis are caused by swallowing food infected from filth containing the germs of these diseases and could be entirely eliminated by the sanitary disposal of human waste.

THE COMMON HOUSE FLY

The Worlds Worst Germ Carrier



THE extent to which disease is transmitted by flies and vermin is scarcely realised by the public, even at the present day.

That flies are responsible for most of the diseases and illnesses to which human beings are subject has been proved beyond doubt, and experiments show that the dangerous infection of a fly may last for weeks and can actually pass through the egg and pupa stages into the next generation.

Hatched in a heap of manure or other refuse, their hairy bodies and legs are covered with indescribable filth and laden with the germs of cholera, typhoid and tuberculosis, as well as many other disease bacilli which are fatal to the human race. For example, Summer Diarrhœa of children is almost invariably the result of contamination of food by flies, which infect food in three ways :—

1. *By bacteria carried mechanically on their hairy external surfaces, which are smeared with the filth of human and other waste.*
2. *By their unpleasant habit of regurgitating or expectorating infected liquids several times a minute upon solid food, such as a lump of sugar, in order to dissolve it before consumption.*
3. *By depositing their infected excrement upon food.*

Coming straight from a heap of refuse, the fly settles on the sugar or in the milk, and, examined through a microscope, may be seen vomiting the nameless contents of its stomach on to the food and depositing germs that multiply enormously so contaminating such food that it is totally unfit for human consumption. Covered as it is with dirt and disease germs, this infected food is responsible for many fatal diseases, which may spread through the house and, perhaps, ravage the population of a district.

How best to combat this most prolific germ carrier and menace to human health is dealt with hereafter.

THE FLY'S HAPPY HUNTING GROUND

The Obsolete Earth' Closet



THE dangers to health emanating from the fly having been realised, the important point to consider is the best means of preventing the fly from having access to infected areas.

Three main principles to be followed are :—

- (a) *Prevention of access of flies and vermin to excreta.*
- (b) *Prevention of access of animals to human excreta.*
- (c) *Cessation of the method of scattering untreated excreta over the ground, causing soil pollution and the contamination of wells, springs and other sources of drinking water.*

Failure to adopt these principles can only result in one thing—prevalence of disease. The obsolete earth closet, privy and pail, and their aftermath, cannot be too strongly condemned. They result in the breeding of myriads of germs, which are spread far and wide by flies, vermin and even domestic animals, and the contamination of drinking water by the untreated sewage, which, scattered on the ground, percolates into drinking-water wells, is inevitable.

The odours of sewage are caused almost entirely by the decomposition resulting from the multiplication of bacteria in it to the extent of thousands of millions per cubic inch, and the natural dread of the evil-smelling atmosphere always associated with places where untreated human waste is deposited is one of the chief causes of constipation, which is itself the cause of more sickness and disease than any other one thing.

THE COMPLETE ANSWER T

SANITARY SCIENCE, to which the greatest Medical and Engineering Authorities have given their long and earnest attention, has evolved a system of sanitation for cities which is unsurpassed for cleanliness, health and comfort. To-day, these conditions have been extended to unsewered areas by the principle of ELSAN CHEMICAL SANITATION, which provides equal comforts and an equally high standard of hygiene for those residing in rural districts.

The even greater problem of odourless sanitation for Airships, Aeroplanes, long-distance Motor Coaches and Caravans—where the sanitary convenience is, of necessity, in close proximity to the eating and sleeping accommodation—has been solved by the ELSAN CHEMICAL SYSTEM.

Sanitation by the chemical sterilisation of sewage was successfully introduced into Great Britain in 1920 by the ELSAN engineers, chemists and bacteriologists, who, after years of research, have now produced the perfect sewage Chemical—

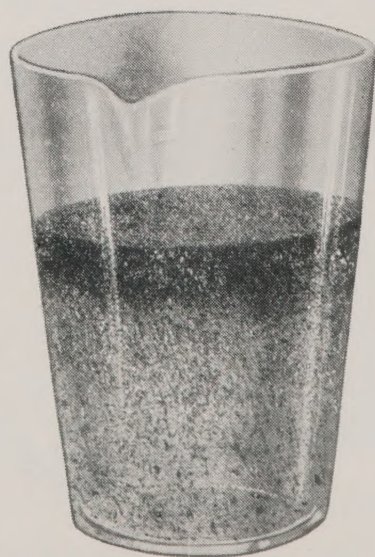
THE NEW ELSANOL

ACKNOWLEDGED TO BE THE ONLY SAFE

YOUR SANITATION PROBLEM

THE New Elsanol Chemical (Patent applied for) just introduced, is a vast improvement on the old ELSANOL, which has made the ELSAN System famous. Experiments, extending over a period of 10 years, by the Elsan Chemists and Bacteriologists, have resulted in a new discovery, and which alone gives the fullest germicidal treatment for the complete sterilisation of sewage. This New ELSANOL CHEMICAL is *miscible with water* and is *non-inflammable*. Immediately excreta is deposited, millions of small particles of germ-killing Chemical actively mix with it, destroying germ-life instantaneously, thus preventing disease and odour, and, at the same time, a dark layer rises to the surface which acts as an effective seal. This remarkable fact has been proved by careful experiments, after the most exacting tests by independent scientific experts, who have established beyond the slightest doubt that the NEW ELSANOL CHEMICAL

1. Kills the germs contained in sewage.
2. Gives complete immunity from sewage-borne disease, thus ensuring hygienic sanitation, and
3. By the prevention of bacterial decomposition, eliminates the nuisance of foul odours.



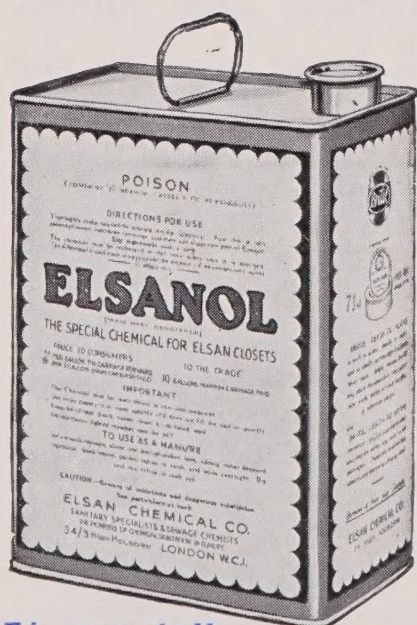
D EFFICIENT CHEMICAL SANITARY SYSTEM

The cure for Cesspools, Pail and Chemical Closets

By using the New Elsanol Chemical the public may rest assured that it is doing all that is possible to prevent disease in unsewered homes. Not only are the germs of disease exterminated and the access of flies, vermin and domestic animals to the sewage prevented, but the old-fashioned, evil-smelling systems are entirely abolished in favour of a sanitary and hygienic method which will assure healthy and pure surroundings.

WARNING!

It cannot be too strongly stressed that there are many products and imitations on the market with claims for the chemical treatment of sewage



5/- per gall.

The NEW ELSANOL (Patent applied for) is the only non-inflammable chemical of its kind, which is miscible with water, and in which the germ-killing particles disperse and mix with the sewage.

and the complete destruction of germs and smells which are absolutely without action and which deceive the public by means of an attractive odour or colour. Such products merely prove an unnecessary expense and their use may even result in very serious consequences.

Authorities who have installed the Elsan

Indisputable Testimony to the Hygienic and Practical Merit of the Elsan Chemical Indoor Closer is contained in the following abbreviated list of Authorities who have adopted the Elsan System of Chemical Sanitation.

H.M. PRIVY PURSE

H.M. Estates at Windsor and Sandringham.

CORPORATIONS OF

London.
Birmingham.
Manchester.
Folkestone.
Plymouth.
Swindon.

METROPOLITAN BOROUGH OF LONDON

Ealing.
Shoreditch.
Greenwich.

URBAN DISTRICT COUNCILS

Slough.
Egham,
Weston-super-Mare.
Ilford.
Wolverhampton (Heath Town).
Wembley.

RURAL DISTRICT COUNCILS

Chelmsford.
Pateley Bridge.
Rye.
Langport.
Woodstock (Oxon).
Grimsby.
Peterborough.
Orsett,
Taunton.

BOROUGH AND TOWN COUNCILS AND COUNTY COUNCILS

Plymouth Borough Council.
Northants County Council.
Cheshire County Council.
Pembroke County Council.
Lancs. County Council.
Wimbledon Borough Council.
Hertfordshire County Council.
Aylesbury Borough Council.
Carnarvon County Council.
Cumberland County Council.
Royal Leamington Spa Borough Council (Park's Committee).
Shrewsbury Borough Council.
Wilts County Council.
Stockport Borough Council.
Worcester County Council.

HOSPITALS

Bridwell Royal Hospital, Witney.
Bridgwater Isolation Hospital.
Prince of Wales Hospital, Cardiff.
Princess Elizabeth Devonian Orthopaedic Hospital.

BRITISH RED CROSS SOCIETY

PUBLIC INSTITUTIONS

Port of London Authority.
Rickmansworth and Uxbridge Waterworks Committee.
Oldham and Rochdale Water Joint Committee.
Manchester Corporation Waterworks.
Welsh Housing and Planning Trust Co. Ltd.

*Also fitted on the Super Airship R. 100,
Imperial Airways Argosy Aircraft Motor
Coaches, Caravans, Water-craft, etc., etc.*

A few of the many hundreds of Testimonials received from Sanitary Authorities.

1925.

Ilford Council Depot,
Ley Street, ILFORD.

"I may say that I have used one of your Closets for a considerable time now and it is in every way satisfactory, and I am recommending them to all my friends where their property does not join the Council's sewer." (Signed) H. G. P.

1926.

MANCHESTER & SALFORD Playing Fields Society.

"I am glad to say that the Elsan Closet supplied to this Society some time ago has been seen and examined by Dr. Veitch Clarke, our Medical Officer of Health, and approved." (Signed) W. M.

1928.

WOODSTOCK R.D.C.

"It is now almost ten months since I began using one of your Closets. I have used only two gallons of ELSANOL and have found the closet very satisfactory in every way. Your estimate that three gallons per annum is needed would seem to be erring on the high side, judging from my experience, and, properly used, your closet is certainly everything that you claim for it." (Signed) C. W. P.

1930.

BEBINGTON & BROMBOROUGH U.D.C.

"I have to state that the Closets have been under my observation for the last five months, and I am perfectly satisfied that they are the only type of closet that should be used where premises are not within reach of the sewer." (Signed) E. V. C., San. Inspector, A.R.S.I., M.S.I.A., M.I.H.

A few of the many thousands of Testimonials received from Private Individuals.

1922.

NORWICH.

"I may say that I continue to find the two Chemical Closets a distinct success. One is in the house, and there is never any trace of smell; the other is out-doors and no odour of any kind is to be found. The Closets do all you claim for them." (Signed) (Rev.) F. C. B.

1923.

Convent of the Good Shepherd,
Canvey Island, ESSEX.

"We have strongly recommended this extremely useful invention to several of our country friends who are unable to have indoor sanitation." (Signed) Rev. Mother Superior.

1924.

Headcorn, KENT.

"This ELSAN is required most urgently, owing to an outbreak of infectious illness, and the necessity for isolating the case. Several of these closets are now in use on my farm, and they are very satisfactory." (Signed) Lt.-Col. A. D. R.

1927.

Convalescent Home for Children,
Stonegate Road, Meanwood, LEEDS.

"The Closets have been a real boon . . . As a result of inspection by the authorities of the Elnwick Sanatorium for Children, Bingley, a Chemical Closet is being or has been installed recently in that institution." (Signed) G. M. Taylor, Matron.

1930.

"Gad's Hill," nr. Thakeham Union,
Storrington, SUSSEX.

"We are very pleased with the ELSAN, it is all you claim for it. . . . The ELSAN hut is always clean and sweet even in the hottest weather. I also use the fluid for an outside cesspool, with very satisfactory results." (Signed) L. D.

See your holder always carries ELSAN *medicated* TOILET PAPER

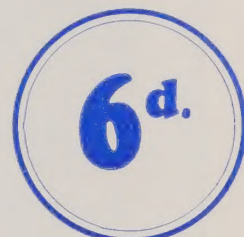
EACH SHEET HAS BEEN
TREATED WITH BRITOL



The Quality Disinfectant

Elsan antiseptic Toilet Paper is a soft non-absorbent paper, soluble in water, made of chemically pure tissue. Each sheet is medicated with Britol, the popular Disinfectant with the Health Authorities. Avoid the serious consequences of harsh and impure toilet papers.

Per 12-oz.
Roll

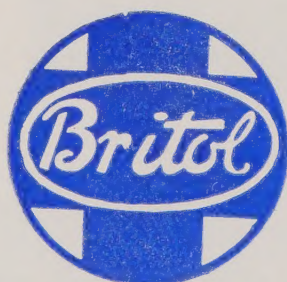


Post paid on 12 rolls

Specially recommended for chemical closets

Liquid & Solid

*The Quality
Disinfectant*



Disinfectants

*Refreshing
in Odour*

BRITOL is a Patented Formalin Product. BRITOL is a powerful and rapid germicide and deodorant, which is extensively used by Health Authorities for disinfection and fumigation. BRITOL is made in Solid and Liquid form. For Scaly Bug, Tripp and Greenfly on plants try BRITOL Spray. For destroying smells of faeces and urine there is nothing known to science to equal BRITOL. For the protection of Clothing, Carpets and Pianos from the ravages of Moths there is nothing so effective as BRITOL. BRITOL leaves no clinging smell—demand it from your Chemist.



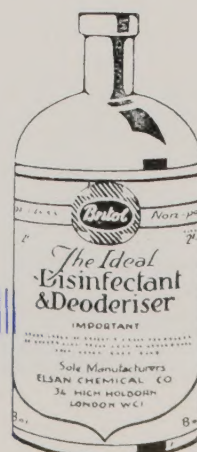
1/- per tin.

*Air
Purifiers
—
Fumigators*



Per tin. 7½d.

*Write
for
Price
List*



In Bottles: 1/-; 2/6

INDOOR SANITATION

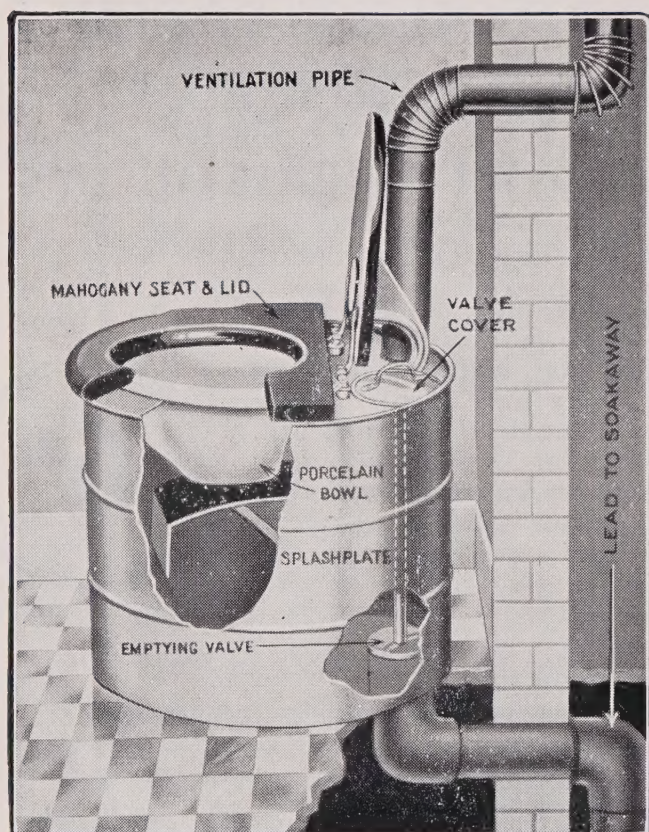


Fig. I

THE ELSAN OVERGROUND

NON-SPLASH, SELF
EMPTYING MODEL

Fig. I. Elsan Overground
System

provides the acme of sani-
tary comfort, particularly
suitable for upstairs floors
and Hotels.

THE ELSAN UNDERGROUND

NON-SPLASH, SELF
EMPTYING MODEL

Fig. II. Elsan Underground
System

for Homes, Pavilions,
Parks, Factories, etc.

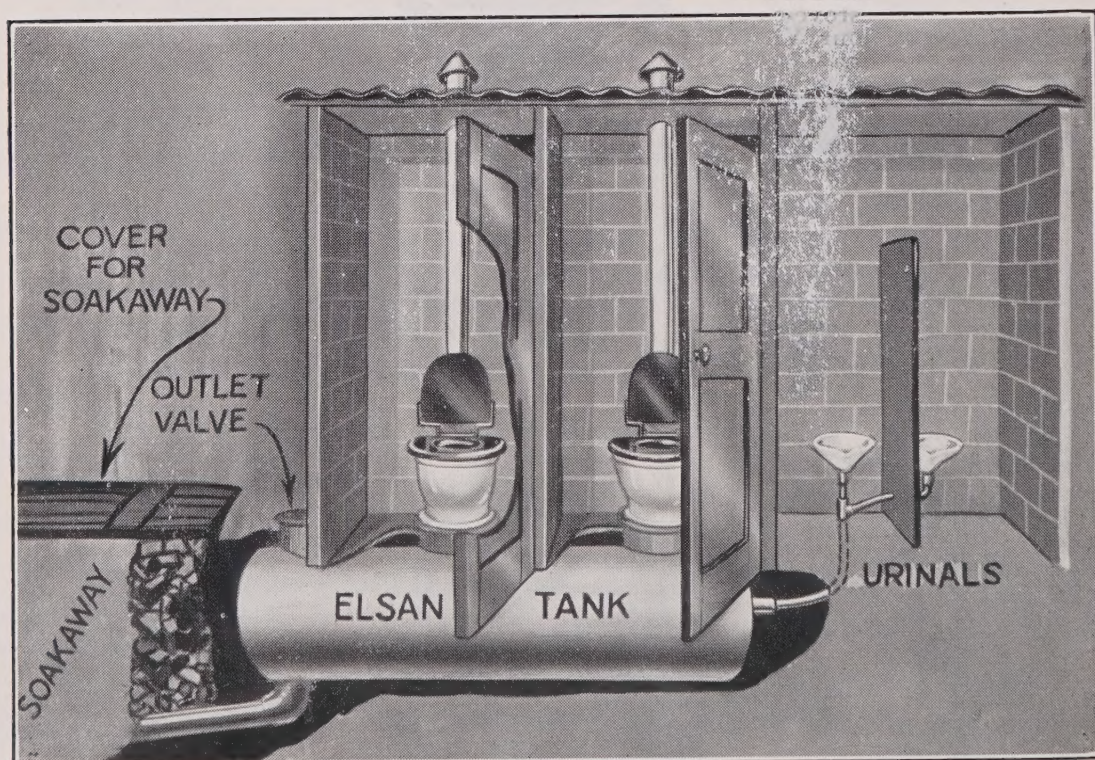


Fig. II

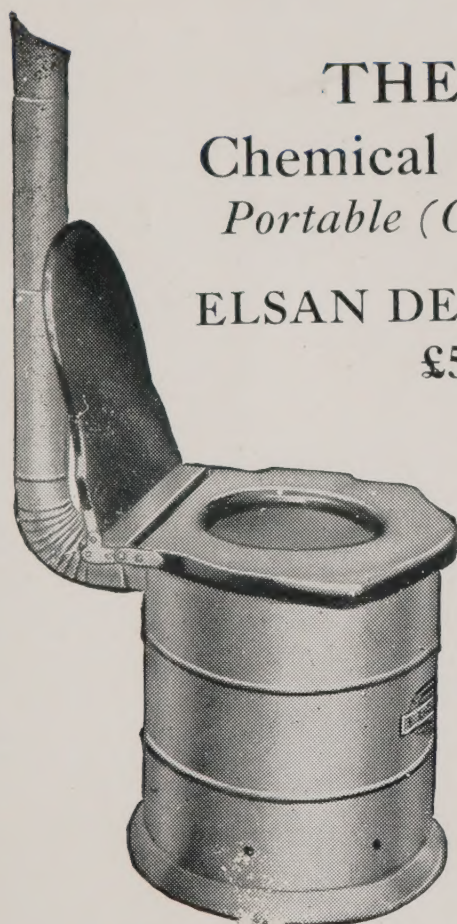
Full particulars of these Models on application

WITHOUT MAIN DRAINAGE

THE ELSAN Chemical Indoor Closet *Portable (Container) Type*

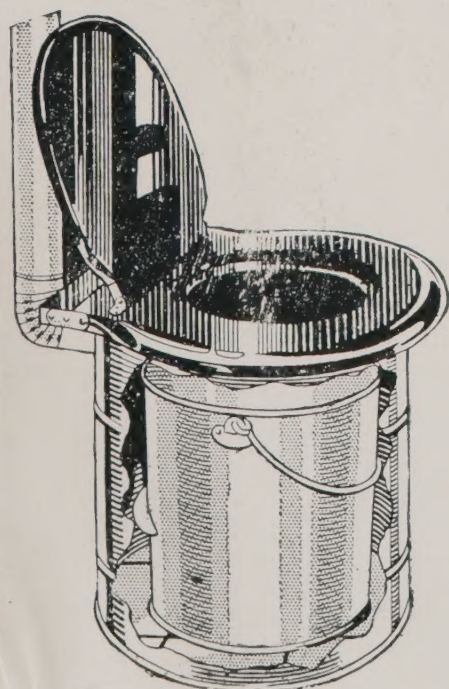
ELSAN DE-LUXE MODEL

£5 5 0



Ventilation Chamber and Piping heavily enamelled grey-green colour, vitreous enamelled Container.

Illustration shewing De-Luxe Model cut away with constructional details.



Elsan No. 3 Model £2 7 6

This cutaway illustration of the Elsan No. 3 shows type of container supplied which stands on floor, there being no base or bottom to the ventilation chamber.



Elsan Junior Model £3 18 6

Highly finished stove-enamelled Blue Colour, Galvanized Ventilation Piping.

Portable Models include one gallon of the genuine Elsanol Chemical:
GUARANTEED ODOURLESS, HYGIENIC AND SANITARY.

